

Message Text

UNCLASSIFIED

PAGE 01 BANGKO 16713 291203Z

ACTION EA-09

INFO OCT-01 ISO-00 EB-08 CIAE-00 INR-07 NSAE-00 /025 W

-----001530 291340Z /50

R 290925Z JUL 77

FM AMEMBASSY BANGKOK

TO USDOC WASHDC

INFO SECSTATE WASHDC 4697

UNCLAS BANGKOK 16713

E.O. 11652: N/A

TAGS: BEXP, TH

SUBJECT: WTDR/FTI

REF: USDOC 12276

1. THAILAND 2. CNTRY CODE: 549 3. SER.NO: NA
4. BOOKS FOR ASIA LTD.
4.A. CODE: P
5. 221 SUKUMVIT ROAD
6. BANGKOK, THAILAND
7. ESTABL: 1969 8. EMPL: 16 9. SIZE: (20-X) MEDIUM
10. REPUTATION: (22-X) GOOD
11. SELLS ITS PRODUCTS IN THE FOLLOWING FOREIGN AREAS LISTED
IN ORDER OF IMPORTANCE: LOCAL
12. RPT.DATE: 07/77
13A. 59420/135 BOOK STORE
13B. 27810/135 IMP.AGT.RTR. OR RECORDS
13C. 36520/135 IMP.RTR.DIST. OF PRINTS AND GREETING CARDS
14. CONTACT: VINAI SUNTHAROJA TITLE: MANAGER
15. CABLE: ASIA BOOKS 16. TELEX: NA 17. TEL: 252-6400
18. FINANCIAL REFS: BANGKOK BANK LTD., 9 SUAPA ROAD, BANGKOK.
19. TRADE REFS: HARRY N. ABRAMS LTD., 110 EAST 59TH STREET,
N.Y. 10022; HOLT, RINEHART AND WINSTON, 383 MADISON AVE.,
N.Y. 10017; HARPER & ROW PUBLISHERS, INC., 10 EAST 53RD.,
NEW YORK, N.Y. 10022; GIBSON GREETING CARDS, AMBERLEY,
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CINCINNATI, OHIO 45237; JOHN WILEY & SONS, INC., ONE WILEY
DRIVE, SOMERSET, N.J. 08873.

20. AGENCY REP: GIBSON GREETING CARDS, OHIO 45237, GREETING
CARDS, ACQ: 1969; HARCOURT BRACE JOVANOVIH, NEW YORK 10017,
BOOKS, ACQ: 1969; HOUGHTON MIFFLIN CO., MASS. 02107, BOOKS,
ACQ: 1969.

21. BOOK FOR ASIA WAS INCORPORATED IN 1969 WITH AN AUTHORIZED

CAPITAL OF \$20,000 AS A JOINT VENTURE BETWEEN THE THAI OWNER OF ASIA BOOKS CO., LTD. IN BANGKOK AND A HONG KONG CHINESE OWNER OF BOOK FOR ASIA CO., LTD. IN HONG KONG. SUBJECT FIRM IMPORTS AND RETAILS BOOKS, MAGAZINES, PERIODICALS, RECORDS AND GREETING CARDS. FORTY FIVE PERCENT OF ITS IMPORTS ARE FROM U.K. WITH THE REMAINDER FROM U.S. (40 PERCENT), JAPAN (10 PERCENT) AND OTHER COUNTRIES. FIRM LEASES A 2-STORY BUILDING OF 300 SQ.METERS INCLUDING AN OFFICE OF 20 SQ. METERS, LOCATED IN ONE OF BANGKOK BUSINESS DISTRICTS. BOOK FOR ASIA EMPLOYS 12 PEOPLE INCLUDING 4 SALESMEN. ITS SALES VOLUME IN 1976 WAS REPORTED TO BE \$160,000 REPRESENTING AN INCREASE OF 7 PERCENT OVER THE SALES REPORTED IN 1975. IT IS A MEMBER OF THE BOOK DEALERS ASSOCIATION OF THAILAND. LOCAL BANK REPORTS FAVORABLY ON THE SUBJECT FIRM STATING THAT CREDIT FACILITIES HAVE BEEN EXTENDED WITH GOOD RESULTS. EMBASSY CONSIDERS BOOKS FOR ASIA TO BE AN ACCEPTABLE TRADE CONTACT FOR U.S. FIRMS.

22. PREPARED BY: SATHIT/SOMSAK APPROVED BY: JAMES H. SAVERY
AT: AMEMBASSY BANGKOK
BURKE

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Sent Date: 29-Jul-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977BANGKO16713
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770272-0710
Format: TEL
From: BANGKOK
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t1977076/aaaaaexb.tel
Line Count: 82
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 253ad76b-c288-dd11-92da-001cc4696bcc
Office: ACTION EA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
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Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 1869744
Secure: OPEN
Status: NATIVE
Subject: WTDR/FTI
TAGS: BEXP, TH
To: COM
Type: TE
vdkgvkey: odbc://SAS/SAS.dbo.SAS_Docs/253ad76b-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
22 May 2009
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009